

This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

1-74. (Canceled)

75. (Previously presented) A system for advertising comprising:  
a floor display that conveys visual marketing information for a product that is proximal to the floor display;  
an output device for disposing proximally to the product and for generating sound, wherein the output device conveys audio marketing information for the product;  
a touch-activated sensor for disposing proximally to the product such that the sensor can be selectively actuated by a consumer based on the consumer's interest in the product;  
a memory comprising instructions for generating sound from the output device; and  
a controller in electrical connection with the output device, the sensor, and the memory, the controller executing the memory instructions in response to a signal generated by the sensor.

76-80. (Canceled)

81. (Previously presented) The system of claim 75 wherein the output device is at least one speaker.

82. (Previously presented) The system of claim 75 further comprising a direct current power source that powers the controller.

83. (Previously presented) The system of claim 75 wherein the floor display is illuminated.

84. (Currently amended) The system of claim 83 wherein the controller is in further electrical connection with the floor display, and wherein the memory further comprises

instructions for illuminating the floor display in a first pattern and instructions for illuminating the floor display in second pattern.

85. (Currently amended) The system of claim 84 wherein the controller (i) executes the instructions for illuminating the floor display in the first pattern in response to a first the signal from the sensor, and (ii) executes the instructions for illuminating the floor display in a second pattern in response to a second signal from the sensor.

86-88. (Canceled)

89. (Previously presented) The system of claim 75 wherein the sensor is proximal to the floor display.

90. (Previously presented) The system of claim 75 wherein the floor display is rectangular.

91-96. (Canceled)